Philip Morris
Alpine Follow Up Mailing

Letter Copy
2/23/89

Dear Menthol Smoker:

You've just had a ~~taste of~~ enjoyed the peak of refreshment... and discovered that Alpine delivers full, rich, satisfying flavor time after time.

And that's terrific.

But that's not all.

You see, Alpine is a high-quality menthol like the leading brands - but it's always offered at an everyday low price.

We're glad you've discovered Alpine... and hope that you'll use the attached coupon to have your next taste of the peak of refreshment on us.

Arthur Goldfarb
Alpine Brand Manager

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Source: https://www.industrydocuments.ucsf.edu/docs/pzvk0004